ORDER

Orders

Order / Rev:	**170237**
Alt Order #:	06394824
Product Desc:	BALDWIN FOR SENATE
Estimate:	
Flight Dates:	10/28/12 - 10/28/12
Original Date / Rev:	10/24/12 / 10/24/12
Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency

Name:	**Shorr Johnson Magnus**
Buying Contact:	Mike D'Ettorre
Billing Contact:	
	1831 Chestnut St.
	Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Poli/T Baldwin/D/Sen/WI**
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	P-2
Revenue Codes:	AGY, POL, ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	$63,350.00	$53,847.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	$63,350.00	$53,847.50	0.00
Totals	9	$63,350.00	$53,847.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	50%	$63,350.00
Market	100%	$126,700.00

Competitive Share	Share	Total
CABLE	0%	$0.00
WBME	0%	$0.00
WCGV	0%	$0.00
WISN	23%	$29,141.00
WITI	17%	$21,539.00
WMLW-	0%	$0.00
WPXE	0%	$0.00
WTMJ	10%	$12,670.00
WVTV	0%	$0.00
WYTU	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	10/28/12	10/28/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	------1	:30	1	$3,000.00	P-2	0.00 NM	1	$3,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------1	1	$3,000.00	0.00								
E 2	WDJT	10/28/12	10/28/12	Su 7p - 8p The Amazing Race	CM	7p - 8p	------1	:30	1	$2,600.00	P-2	0.00 NM	1	$2,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------1	1	$2,600.00	0.00								

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Advertiser: Poli/T Baldwin/D/Sen/WI
Product Desc: BALDWIN FOR SENATE
Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WDJT	10/28/12	10/28/12	Su 9p - 10p Mentalist	CM	9p-10p	------1	:30	1	$2,500.00	P-2	0.00 NM	1	$2,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------1	1	$2,500.00	0.00								
E 4	WDJT	10/28/12	10/28/12	Su 8p - 9p The Good Wife	CM	8p-9p	------1	:30	1	$2,500.00	P-2	0.00 NM	1	$2,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------1	1	$2,500.00	0.00								
E 5	WDJT	10/28/12	10/28/12	Packers Post-Game Packers Post-Game	SPRT	Various	------2	:30	2	$2,000.00	P-2	0.00 NM	2	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------2	2	$2,000.00	0.00								
E 6	WDJT	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM)	------1	:30	1	$750.00	P-2	0.00 NM	1	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------1	1	$750.00	0.00								
E 7	WDJT	10/28/12	10/28/12	Green Bay Packers Green Bay Packers	SPRT	Various	------2	:30	2	$24,000.00	P-2	0.00 NM	2	$48,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 10/22/12	10/28/12	------2	2	$24,000.00	0.00								
												Totals	9	$63,350.00